

William  
**Strunk Jr.**  
and  
E.B. **White**

ELECTRONIC EDITION

The  
**Elements**  
of  
**Style**

**Microlytics®**

# William Strunk Jr. and E.B. White

## The Elements of Style

### ABOUT THE ELEMENTS OF STYLE

Reviewers have called it "...the best book of its kind" and raved, "The work remains unparalleled, direct, correct and delightful." Now THE ELEMENTS OF STYLE is available for your Apple Macintosh or IBM PC Compatible computer.

Based on an original work by William Strunk Jr., a Professor of English at Cornell University, this updated third edition, prepared by noted writer and grammarian E.B. White, has become a classic of conciseness. It's the ideal tool to make your writing crisp, succinct and powerfully effective.

### HOW IT WORKS

Start with any of five major categories: Elementary Rules of Usage, Elementary Principles of Composition, A Few Matters of Form, Words and Expressions Commonly Misused, and An Approach to Style. Then you can access any of 175 articles from the book in three different ways—**REVERSE DICTIONARY**, **OUTLINE VIEW**, or **GRAPHIC VIEW**.

The **REVERSE DICTIONARY** is a powerful search tool. You can locate articles by entering a word, partial word or phrase contained in the article. To learn more about the use of pronouns, for example, just enter "Pronouns" in the dialog box. You'll then see an article on "Proper Use of Pronoun Case" and eight related articles.

To browse through the complete text, select **GRAPHIC VIEW** or **OUTLINE VIEW** and scroll through topics, opening articles of interest. If you wish, you can print out any article.

If you need direction, select the **HELP** command for search assistance. Mark articles for quick retrieval with the **BOOKMARK** feature.

### WHO CAN BENEFIT

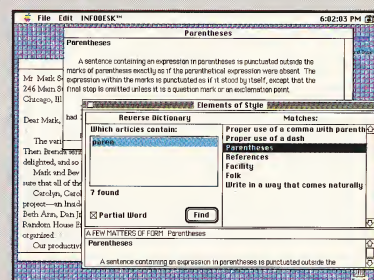
Students writing term papers...businesspeople preparing letters and proposals...professional and amateur writers...and anyone who needs to communicate effectively in writing will find THE ELEMENTS OF STYLE packed with specific, pertinent examples to improve writing style and structure. It's an easy-to-access educational reference work for the rules and principles of correct English usage.

Seven rules of usage, eleven principles of composition, several matters of form, a list of often misused words and a style guide will guide any user toward a writing style that, according to Strunk, "makes every word tell".

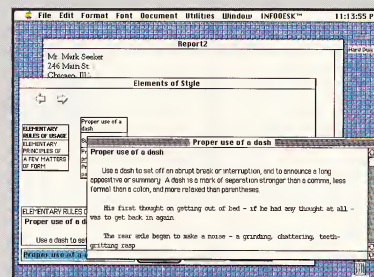
### TECHNICAL REQUIREMENTS

- Apple Macintosh computer with 1 Mb RAM and System 6.0 or higher.
- Hard drive required.
- Printer optional.

### TWO ELEMENTS OF STYLE VIEWS



**REVERSE DICTIONARY** allows you to enter a word, partial word or phrase to find every reference to the topic of interest.



**GRAPHIC VIEW** lets you scroll through the hierarchy to browse or discover the logical path on any area of interest.

INFODESK™

Microlytics now offers a new line of electronic reference products that will expand your mind without cluttering your desk.

All software in the INFODESK™ series is compatible. This allows you to swap reference databases from within the program. Once you own THE ELEMENTS OF STYLE, you can purchase additional reference works including

THE RANDOM HOUSE ENCYCLOPEDIA and access them from within THE ELEMENTS OF STYLE program.

Microlytics plans to release other information-oriented databases as part of the INFODESK series. Look for these new programs to further enhance your electronic library.

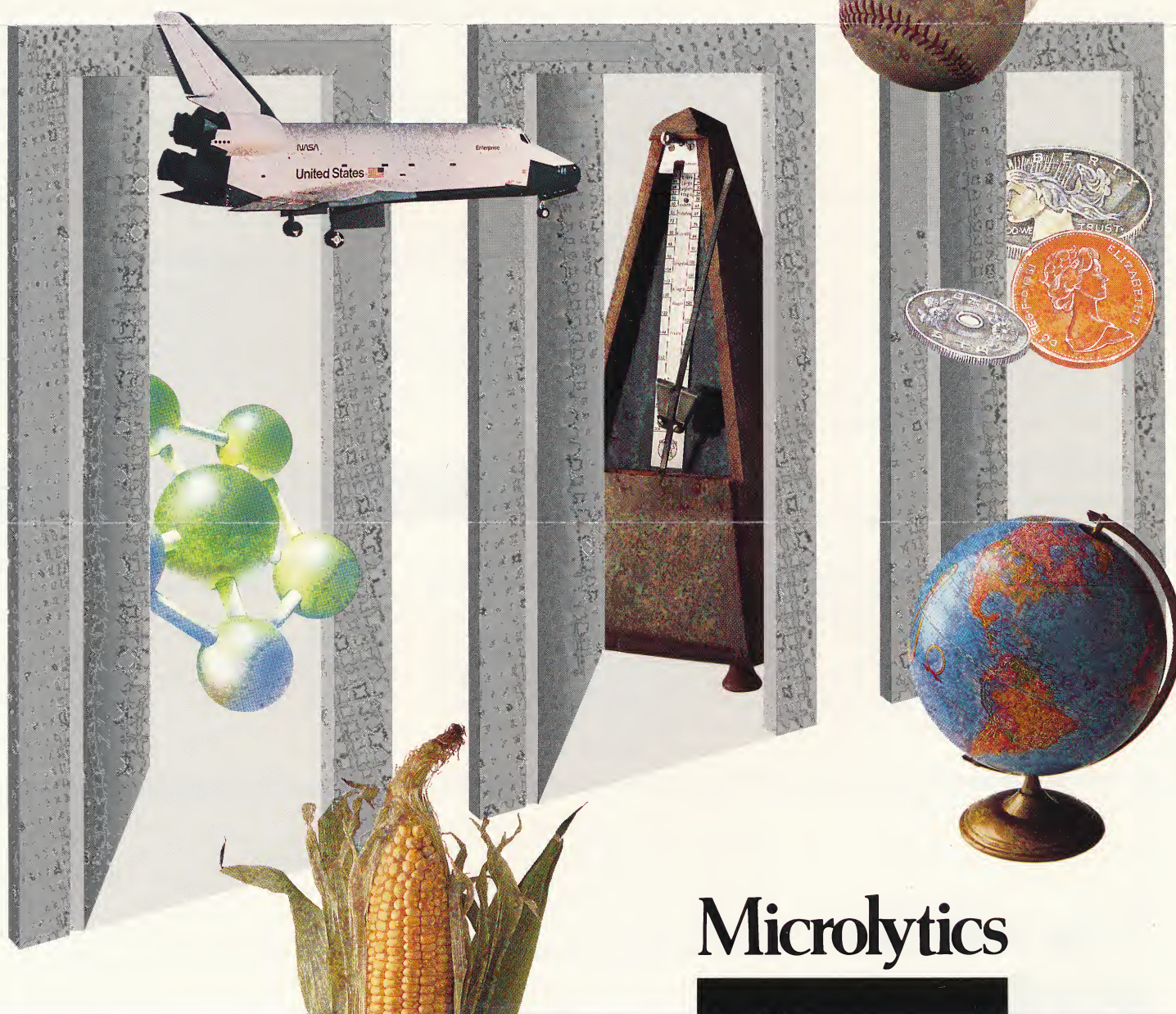
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# INSIDE INFORMATION™

A Comprehensive New  
Reference Tool



Microlytics



## If It's Out There, IT'S IN HERE!

### ABOUT INSIDE INFORMATION

This new Desk Accessory is a comprehensive reference tool which organizes the English language into logical Categories of defined words. Far more than a dictionary or thesaurus, INSIDE INFORMATION™ lets you quickly and easily explore any of seven general Classes: Nature, Science & Technology, Domestic Life, Institutions, Arts & Entertainment, Language, and The Human Condition. These Classes contain 20 Subclasses, 125 Categories, and 700 Subcategories.

### HOW IT WORKS

Categories are defined by subject matter, such as Chemistry, Law or Music—or by a common property, such as Colors, Tools, Verbs of Motion—or even a specific usage, like Insults, Slurs & Epithets.

You can scroll through the hierarchy to dig deeper into each Class in two different ways: **OUTLINE** view lists information vertically, **GRAPHIC** view shows data in a series of boxes. The **REVERSE DICTIONARY** lets you type a few descriptive words and then see a listing of appropriate terms and definitions.

### WHO CAN BENEFIT

Business people, writers, researchers, students, anyone who needs well-organized information on a variety of topics.

If you're in business and need a quick briefing on construction, for example, you can access Science & Technology. Then move to Building Blocks & Working Parts, on to Structural Components, then to Building & Machine Parts—where you can find almost 100 terms ranging from Anchor Bolt to Mortice to Wythe. If you want to know the term for the notch

that holds up a supporting beam, use the Reverse Dictionary and enter a few descriptive words. Quickly you'll see "beam pocket" is the term for which you're searching.

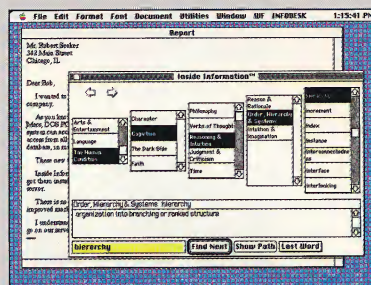
For any writer, INSIDE INFORMATION provides the perfect words to enliven any memo, letter, report, proposal, term paper, thesis, ad copy, etc. It will save you valuable research time, too.

And if you just want to build vocabulary, become a whiz at trivia, or solve crossword puzzles faster, INSIDE INFORMATION is the answer.

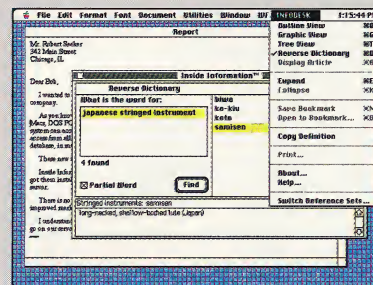
### TECHNICAL REQUIREMENTS

- Apple Macintosh computer with 1Mb RAM and System 6.0 or higher.
- Hard drive required.

### TWO INSIDE INFORMATION VIEWS



**GRAPHIC** view lets you quickly scroll the entire hierarchy. Expand the outline with a keystroke or click of the mouse. See the logical path for any item. Keeps track of previous items.



**REVERSE DICTIONARY** answers the question "What is the word for...?" You can enter a single word, partial word, or a descriptive phrase. INSIDE INFORMATION will provide an array of defining words.

INFODESK™

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